

FIGURE 2

100

Campaign Data Log

Header, Date, User, Web Site, Campaign	102
Data,7/21/2000,76FF95,cp1.com,123	104
Data,7/21/2000,87FH99,cp2.com,456	106
Data,721/2000,46ED27,cp3.com,123	108
...	

Figure 3

110

Campaign Data File

Campaign, Parm_1, Parm_2, Parm_3, Start, Stop, # impress, Days, Hours	112
123, Men in 30's, sports section, , 7/21/2000, 7/28/2000, 2500, M-F, 7a-7p	114
456, AOL users, , , 7/21/2000, 8/21/10000, 2500, M-S, 7p-1a	116
789, Users 18-22 years in age, , , 7/19/2000, 7/25/1000, 1500, MWF, 9a-5p	118
...	

Figure 4

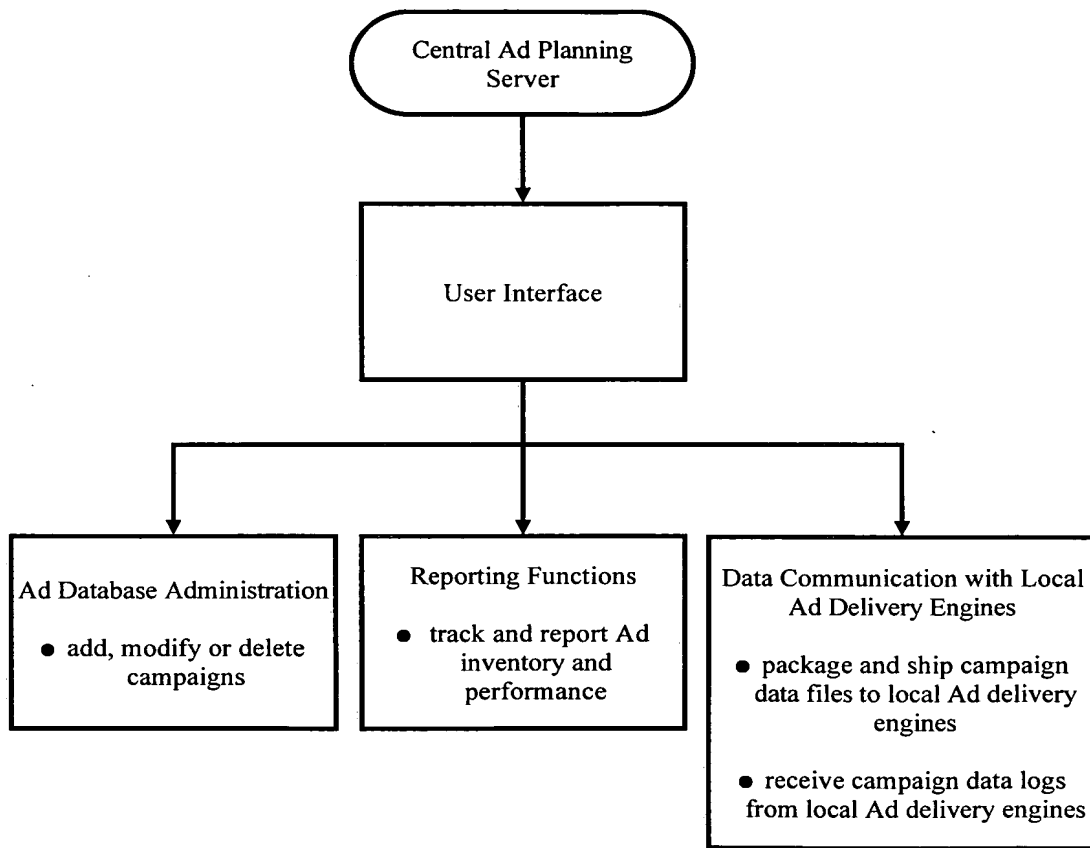


FIGURE 5